

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2018/2019

### MCD 7213 – Digital Media Content Development

(All sections / Groups)

30 May 2019  
10.00 a.m - 12.00 p.m  
(2 Hours)

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#### INSTRUCTION TO STUDENT

1. This question paper consists of **TWO (2) pages** including cover page, with **FOUR (4) Questions** only.
2. Answer all questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers clearly in the Answer Booklet provided.

**Part 1: Short Essays****(40 Marks)****Question One****(10 marks)**

a) What is the problem with the positivism, or positivist outlook towards technology in relation to teaching and learning? (7 marks)

b) What are the aspects that must be considered when thinking about 'Humanity in Digital Age' and why? (3 marks)

**Question Two****(10 marks)**

Discuss what is the difference between old media and digital media. In your discussion please consider the problems with the term and also the social, cultural and historical aspect of Digital Media.

**Question Three****(10 marks)**

a) Please elaborate on the 3 interrelated dimensions that are used to describe the term 'Digital Literacy'. (6 marks)

b) Discuss how Digital Literacy is relevant to E-Learning (4 marks)

**Question Four****(10 marks)**

Discuss any 5 best practices to choose Digital Images for E-learning.

